

Sweatt said she's looking forward to going to Nebraska at the end of April for the national conference.

At the conference, the American Mother of the Year will be announced from all the portfolios of the mothers representing each state and from the appearance and personality of each mother there.

Sweatt is the sixth Mother of the Year who has come from the Athens area. The only city in the state that has more is Memphis, said Peggy Arterburn, president and CEO of the Athens Area Chamber of Commerce. Athens and Knoxville now are tied at the same number.

"We are fortunate to have Mrs. Sweatt selected to join with five former Athens honorees, Mary Anne Long, Dixie Liner, Mary Jane Hewgley, Grace Webb and Jean Edgar," Arterburn said.

A Tennessee Mothers Honor Luncheon will be held April 18 in Athens, hosted by the Athens Area Chamber of Commerce and First Baptist Church, honoring the new 1995 Mother of the Year and Merit Mothers also selected.

The state chairman for the mother of the year committee will be at the luncheon, as well as Merit Mothers (runners-up), past mothers of the year, the state's Young Mother of the Year, and special friends of Sweatt's.

The city, the state legislature and the governor's office will be presenting Sweatt with proclamations.

"This is a real honor for her and we want to make this special for her," Arterburn said. "This is certainly an honor for the Athens Area Chamber of Commerce and also our community."

Arterburn said each mother of the year is special and deserves recognition.

"We are very honored that we're always able to submit these great portfolios of local mothers," Arterburn said. "There are very competitive nominations from other parts of the state and it is a great honor for us to say the state mother of the year is also the Athens mother of the year."

It takes a lot of work on behalf of the Mother of the Year Committee, she said. There is also a lot of written materials the recipient has to get together for her portfolio that has to be submitted.

"There is a lot of work for a lot of people in order for this to happen," Arterburn said. "But we're always willing to do the work when we have the positive results we've had."

Sweatt expressed her appreciation to the Chamber of Commerce for its support.

"I'm so grateful we have an ever wonderful Chamber of Commerce," Sweatt said. "They do so much hard work to provide us with the services they provide."

"I just want to thank all the people who've written letters of recommendation," she said, "and I have to thank my friends and family for their support. I am indeed grateful to them."

HONORING THE GASSAWAY VOLUNTEER FIRE DEPARTMENT

HON. BART GORDON

OF TENNESSEE

IN THE HOUSE OF REPRESENTATIVES

Wednesday, April 24, 1996

Mr. GORDON. Mr. Speaker, I am taking this opportunity to applaud the invaluable services provided by the Gassaway Volunteer Fire Department. These brave, civic minded people give freely of their time so that we may all feel safer at night.

Few realize the depth of training and hard work that goes into being a volunteer firefighter. To quote one of my local volunteers, "These firemen must have an overwhelming desire to do for others while expecting nothing in return."

Preparation includes twice-monthly training programs in which they have live drills, study the latest videos featuring the latest in firefighting tactics, as well as attend seminars where they can obtain the knowledge they need to save lives. Within a year of becoming a volunteer firefighter, most attend the Tennessee Fire Training School in Murfreesboro where they undergo further, intensified training.

When the residents of my district go to bed at night, they know that should disaster strike and their home catch fire, well-trained and qualified volunteer fire departments are ready and willing to give so graciously and generously of themselves. This peace of mind should not be taken for granted.

By selflessly giving of themselves, they ensure a safer future for us all. We owe these volunteer fire departments a debt of gratitude for their service and sacrifice.

EXPOSING THE HARMFUL EFFECTS OF ALCOHOL ADVERTISING ON CHILDREN

HON. JOSEPH P. KENNEDY II

OF MASSACHUSETTS

IN THE HOUSE OF REPRESENTATIVES

Wednesday, April 24, 1996

Mr. KENNEDY of Massachusetts. Mr. Speaker, ask a child what these frogs say. Most of the fifth graders who were recently surveyed answered, "Bud-Weis-Er."

The California-based Center on Alcohol Advertising is releasing a study today that exposes the harmful effects of alcohol advertising on children. In this study, 221 fourth and fifth grade students were shown still, color images of characters from TV, including a picture of the frogs from a Budweiser television commercial. The students were asked to recall the slogan that they associated with each pictured character.

The results of the survey are astounding. The children demonstrated better recall of the Budweiser frogs' slogan, with 73 percent responding, "Bud-Weis-Er," than of the slogans associated with other characters, including Tony the Tiger, Smokey Bear, and Mighty Morphin Power Rangers. Only Bugs Bunny elicited more accurate responses, with 80 percent saying, "Eh, what's up Doc?"

What's more, 81 percent of the children identified beer as the product promoted by the frogs. Why is this dangerous, you ask? If you think children don't drink beer, listen up: The inspector general estimates that junior high and high school students consume 1.1 billion cans of beer each year. Based on Anheuser-Busch's market share, these students purchase more than 70 million six-packs of Budweiser and other Anheuser-Busch products, producing revenues of more than \$200 million. Without question, these commercials influence our children's choices.

A 1991 alcohol-industry-funded poll found that 73 percent of the population believe that alcohol advertising is a major contributor to underage drinking, and a majority believe that

the alcohol industry is on the wrong track in part because its advertisements target the young.

I will soon be introducing legislation that deals with a variety of alcohol abuse prevention issues, including the problem of alcohol advertising that appeals to children. I hope my colleagues will consider joining me in this effort.

Today is the annual Anheuser-Busch shareholders meeting. A group of shareholders for advertising reform have introduced a proposal requiring the company to produce a beer marketing report that analyzes the effects of their company's commercials on children. I certainly hope that the shareholders do the responsible thing today and vote to accept this proposal.

NATIONAL PUERTO RICAN AFFIRMATION DAY

HON. JOSÉ E. SERRANO

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, April 24, 1996

Mr. SERRANO. Mr. Speaker, National Puerto Rican Affirmation Day was held on March 29, 1996, and I would like to share with my colleagues the remarks I made at the Vietnam Veterans Memorial.

Ladies and gentlemen. We are here today in front of one of the most emotional tributes that Americans have erected to our soldiers. It is the Vietnam Veterans Memorial in honor of the thousands of men and women who served and lost their lives in the service of this nation.

On a day just like today, thousands of Puerto Ricans and Hispanics were called to serve in the Vietnam war and to fight as part of the American forces. When they were called to duty, Puerto Ricans were ready to serve valiantly.

What many people do not know and many history books do not tell us is that Puerto Ricans have fought in all foreign wars that this country has been involved in, from the War of Independence and World War I and II, to most recently, the Persian Gulf War, and the current peace keeping effort in Bosnia.

Puerto Ricans fought alongside a military force of Cuban, Mexican Indian, mulatto and Mestizo soldiers in what is now Louisiana during the War of Independence. In the Korean War, the 65th Infantry Regiment of Puerto Rico fought bravely, and to honor them, a highway in Puerto Rico was named after the regiment. Today, I have cosponsored two pieces of legislation introduced by Congresswoman NYDIA VELÁZQUEZ, which would commemorate the heroic efforts of the 65th Infantry Regiment of Puerto Rico. One of the bills would authorize the minting of a coin and the second one would recognize the regiment with a plaque to be placed at the Korean War Veterans Memorial.

During the Persian Gulf War, as in many other wars, Puerto Ricans were among the first to be sent to fight and among the last to leave. Former Bronx residents Capt. Manuel Rivera and Marine Cpl. Ismael Cotto were both killed in action in the Persian Gulf. Like many other Puerto Ricans who continue to join the service, both had entered military life with the hope of advancing themselves and improving the quality of life for their families. How very sad that they found death where they had once hoped to improve their lives.